

Television Script

Date:

Client: **Centers for Medicare & Medicaid Services**

Medium: Television "Information Channel"

Length: :30 English

As Recorded:

Spot #:

Visual: Cut to elderly women sitting at a bus stop. One of the women is sitting there and has a thought.

Female VO: I don't understand my Medicare Plan. Who do I call for information?

Visual: As the elderly women are sitting there the bus approaches. On the side of the bus we will see 1-800-MEDICARE.

Visual: Woman enters the bus.

Visual: Cut to bus leaving.

Visual: Cut to elderly woman sitting in the bus. (Camera POV will begin with a profile of the woman who then turns towards the billboard.) Woman then has another thought.

Female VO: What does Medicare cover and who do I call for information?

Visual: Elderly woman approaches her home. Walks up the stairs.

Visual: She retrieves her mail. The first piece of mail will be a postcard with 1-800-MEDICARE on it.

Visual: We then see all three of our talent dialing 1-800-MEDICARE & on the phone.

Visual: This is where the woman is revealed. She turns toward the camera (C/U shot).

Female VO: We called. Why don't you call?

Visual: Camera card with CMS logo, 1-800-MEDICARE and www.medicare.gov

Annecr VO: Call toll-free at 1-800-MEDICARE or 1-800-633-4227. Ask questions. Be informed. Medicare...Helping you help yourself.